

## **IN THE CLAIMS**

1. (Previously Presented) A method for providing a reward for receiving customized content having a video component to at least one viewer over a data network, comprising:

transmitting the customized content over the data network to a reception device in accordance with a customized schedule based on information about the at least one viewer;

presenting, on the reception device, the customized content for a presentation period; and

providing a reward if the presenting of the customized content satisfies a predetermined condition associated with the reward.

2-8. (Cancelled)

9. (Previously Presented) The method of Claim 1, wherein the transmitting of the customized content comprises:

requesting, by the reception device over the data network, the customized content from server;

retrieving, by the server, the customized content requested; and

transmitting the customized content to the reception device through the data network.

10. (Previously Presented) The method of Claim 9, wherein the transmitting of the customized content further comprises:

transmitting, by the reception device, information regarding characteristics of the at least one viewer to the server; and

storing, by the server, the information regarding characteristics of the at least one viewer.

11. (Previously Presented) The method of Claim 9, wherein the reception device requests the customized content based on demographic information of the at least one viewer.

12. (Previously Presented) The method of Claim 1, wherein the reception device

includes an intelligent television or a digital device.

13-16. (Canceled)

17. (Previously Presented) The method of Claim 1, wherein the presenting of the customized content comprises:

presenting the customized content for a presentation period sufficient to receive at least a portion of the customized content.

18. (Previously Presented) The method of Claim 1, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

19-21. (Cancelled)

22. (Previously Presented) The method of Claim 1, wherein the reward includes: a monetary award or a right for a reward recipient to enter into a contest.

23-43. (Cancelled)

44. (Previously Presented) A system for providing a reward for receiving customized content having a video component to a viewer over a data network, comprising:

a reception device capable of receiving the customized content customized in accordance with a customized schedule based on information about the at least one viewer;

a server in communication with the reception device and capable of sending the customized content to the reception device; and

a reward engine in communication with the reception device and the server providing a reward based on the information about the at least one viewer if the presenting of the personalized content satisfies a predetermined condition associated with the reward.

45. (Previously Presented) The system of Claim 44, wherein the reception device requests the customized content, based on a viewing habit of the at least one viewer.

46. (Previously Presented) The system of Claim 44, wherein the reception device

requests the customized content based on demographic information of the at least one viewer.

47. (Previously Presented) The system of Claim 44, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

48-70. (Cancelled)

71. (Previously Presented) The method of Claim 1, wherein the customized content is transmitted to the reception device in response to information received requesting the customized content.

72. (Cancelled)

73. (Previously Presented) The method of Claim 1, wherein the reward is provided by a provider that transmits the customized content.

74. (Previously Presented) The method of Claim 1, wherein the reward is provided to the at least one viewer associated with the reception device that presents the customized content.

75. (Cancelled)

76. (Previously Presented) The system of Claim 44, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

77. (Cancelled)

78. (Previously Presented) The method of Claim 1, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

79. (Cancelled)

80. (Previously Presented) The method of Claim 1, wherein the reception device requests the customized content based on a viewing habit of the at least one viewer associated

with the reception device.

81. (Previously Presented) The system of Claim 44, wherein the reward includes:  
a monetary award or a right for a reward recipient to enter into a contest.

82. (Previously Presented) The system of Claim 44, wherein the customized content is  
transmitted to the reception device in response to information received requesting the  
customized content.

83. (Previously Presented) The system of Claim 44, wherein the reward is provided by  
a provider that transmits the customized content.

84. (Previously Presented) The system of Claim 44, wherein the reward is provided to  
the at least one viewer associated with the reception device that presents the customized  
content.

85. (Previously Presented) The system of Claim 44, wherein the predetermined  
condition associated with the reward is defined based on demographic-information of a  
recipient associated with the reception device.

86-137. (Cancelled)

138. (Previously Presented) The method of Claim 1, wherein the customized content  
includes customized advertising.

139. (Previously Presented) A method for providing a reward for receiving  
customized content having a video component to at least one viewer over a data network,  
comprising:

transmitting the customized content over the data network to a reception device in  
accordance with a customized schedule based on information about the at least one viewer;  
presenting, on the reception device, the customized content for a presentation period;

and

providing a reward if the presenting of the customized content satisfies a predetermined

condition associated with the reward;

wherein the reward comprises entering the viewer into a contest.

140. (Previously Presented) The method of Claim 139, wherein the contest is targeted to the at least one viewer based on information about the at least one viewer.

141. (Previously Presented) The method of Claim 139, wherein the contest is a sweepstakes, and the at least one viewer is entered into the sweepstakes upon each instance that the customized content is displayed on the reception device.

142. (Previously Presented) The method of Claim 139, wherein a report can be generated including information identifying the at least one winning viewer and the reward or rewards received.